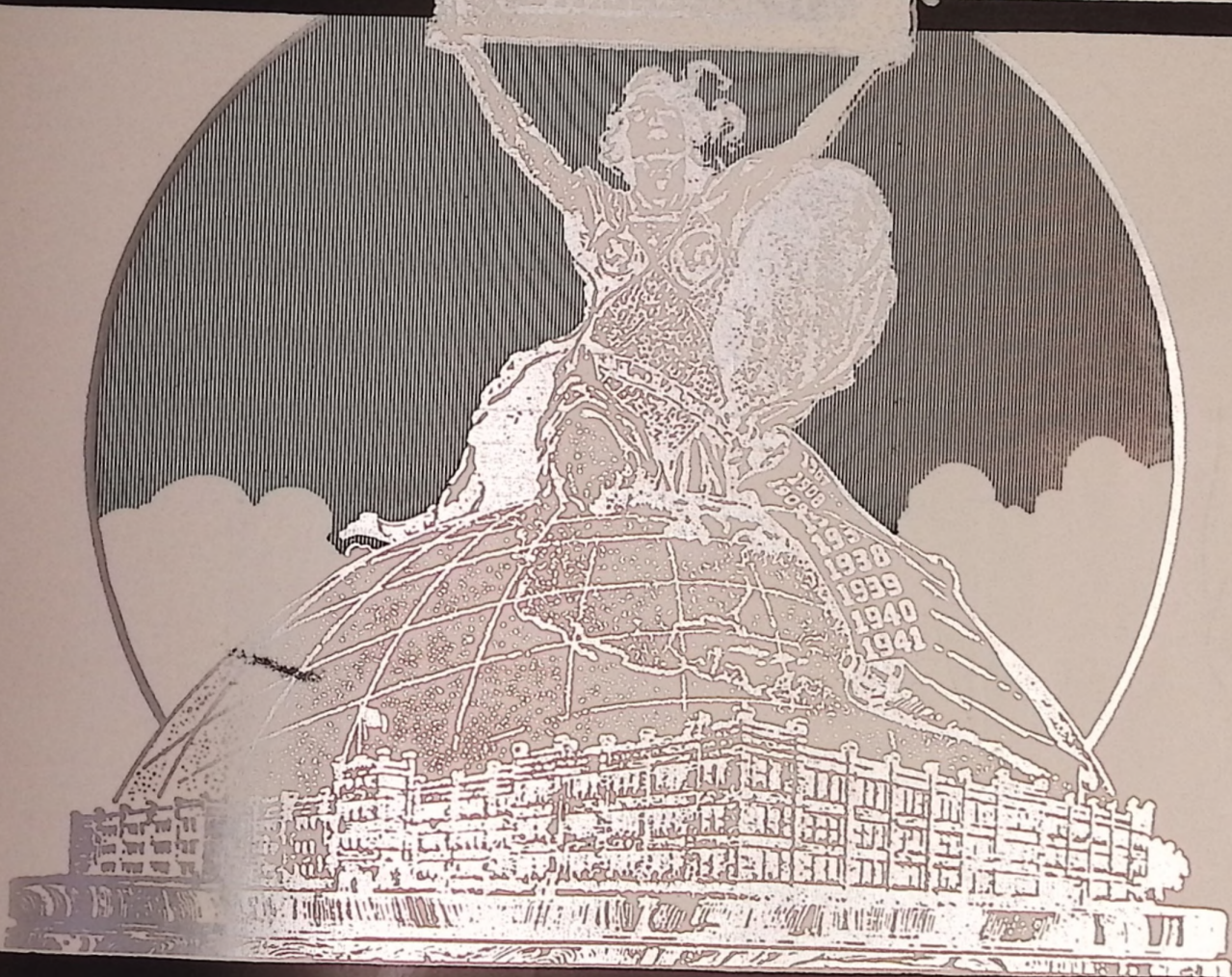


THE REVIEW

Vol. XXXV—No. 37

August 21, 1941



DAY BY DAY -- WEEK BY WEEK

*You Have Swept
Onward and Upward*



*The Will to Win
Is Winning — and*

You're Bringing Home the Groceries!



The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, AUGUST 21, 1941

No. 37

The SPARK and the SHORT CIRCUIT

The difference between salesmen can usually be noted by the way they re-act to an idea that is passed along to them.

One salesman will take an idea and develop it—improve on it. He will get every ounce of meat that there is in it out of it.

The other salesman will either discard the idea as being worthless without thinking about it, or use it in a perfectly humdrum manner.

The one man is a salesman in the real sense—the other is simply missing a bet. One man has the spark; the other is short circuited.

There is a lot worth thinking about in these short paragraphs. Isn't it a fact that we overlook many fine chances because we discard many ideas before we bother to give them a thorough tryout? It isn't the lack of ideas

that holds men back. The successful man realizes an idea is only as good as the man who puts it to work.

What is your goal on Safety First? Are you as near to it as you should be at this time? Everybody in every town in your territory ought to know you as the SAFETY FIRST MAN. Every buyer to whom you sell Safety Calendars ought to be known in his community as the SAFETY FIRST MAN. The humanitarian feature of making children and grown-ups safety conscious is a wonderful thing for the advertiser. Ask the mothers and fathers of little children how hard they try to teach their children to be careful. For them to have a calendar with that picture, "Be Sure You Are Right, Then Go Ahead" or that picture "Spanky's Safety Patrol," where a child can see it every day, is a natural help to them in impressing the importance of safety on the child's mind. LET'S GO to sell each of those Safety pictures at least once to every 10,000 or 50,000 population in your territory. Continue to develop that idea of Safety; get every ounce of meat there is in it out of it.

SIX MORE DAYS IN THE GROCERIES CONTEST.
Best of Luck in filling up your larder with those delicious snacks that the family and friends enjoy.

Eighty-nine more working days until Christmas—August 25th to December 6th. Make the most of every minute of every day. THANKS A MILLION FOR THE JOB YOU ARE DOING IN AUGUST. MORE POWER TO YOU!

E. J. Mackey

ASK EVERY PROSPECT "HOW?"

(A PROBLEM FOR SERIOUS CONSIDERATION)

The next ten or twelve weeks will be the very best weeks of the year for selling greetings. A large volume of business is written early for greetings, orders coming from regular users who would discontinue their insurance as quickly as they would think of doing away with their greetings. These customers are willing to place their orders as soon as new lines are offered.

Experience over a period of many years has proven that from this time on greeting sales will skyrocket. The little envelope containing fold-over greeting calendars will make new customers every day for anyone who will start specializing now by calling on new prospects.

Every businessman, large or small, should have the opportunity of seeing our specialized greetings in the regular line. In checking over sales on the bowling card it is interesting to see orders for it from jewelers and a dozen other lines of business than bowling alleys and recreation parlors. It is not only a grand card for business concerns that have bowling teams but it is fine for the man who is himself an enthusiastic bowler. It represents him and his personality in a way that will be specially interesting to his friends.

The Route 41 card should be shown to all and sold to many of the automobile agencies in your territory. It may be possible that their sales will be limited by shortage of cars for a year or more, so it is all the more important to build up an institutional reputation for service, repairs, etc.

How to say "Merry Christmas" to customers and prospects will be a problem that is ready for serious consideration on the part of all businessmen from now until it is too late to fill orders for delivery by Christmas.

James R. Talcott

**MRS. ALBERT C. JAHL RINGS
UP A \$4,000 SALE OF DAIRY
CALENDARS TO A SATISFIED
OLD CUSTOMER**



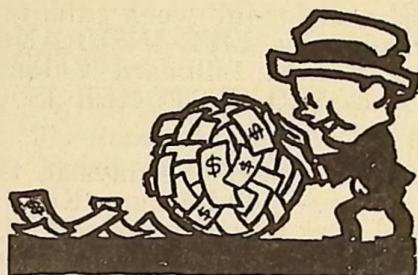
MRS. A. C. JAHL

This fine big account was started by the late Albert C. Jahl in 1930. The initial order amounted to \$1,300 and in 1931 the amount was the same. In 1932 it was \$1,650 and in 1933 it was the same. In 1934 the amount was \$1,905. The 1935 order amounted to \$2,240 and in 1936 it was \$2,474. In 1937 it was increased to \$2,685 and in 1938 it jumped to \$3,313. The 1939 and 1940 orders each amounted to \$3,615 and now we have the new order which amounts to \$4,000.

A partial list of the subjects used by this customer looks like a roll-call of old friends—"Sweet Baby O' Mine"—"Little Bit of Heaven"—"Spilt Milk"—"I've Got a Feeling You're Fooling"—"Come Across"—"Breakfast for Three."

Over the eleven year period this customer has invested nearly thirty thousand dollars in calendars alone and with purchases of other parts of the line his total reaches over \$31,000.

**How Much Did You Say a New Customer
Was Worth?**



BRINGING HOME THE GROCERIES

**Here's How Good Providers Are Preparing the Larder
for Winter**

Walt Olson of Illinois Scores With Nearly \$3,000

Every salesman has certain pet accounts which he takes pride in holding against all comers, and Walt Olson is no exception to the rule.

In the front rank of Walt's preferred accounts we find a big manufacturer of auto accessories, an account created by Mr. Olson and held against all kinds of competition including cut-price and cut-quality.

This year our esteemed competitors were evidently a little hungrier than usual and they brought every gun to bear on this fine big calendar order and for a time it looked as though the order was lost, but Walt reminded the buyer of the fact that there was never anything which someone else could make of inferior quality and sell it for less. The customer saw the point and decided to stick to G.-B. quality and service, so here's the nice calendar order—a special art calendar—running close to \$3,000. Mr. Olson also sold Paragon to a GARAGE and Greetings to a LIQUOR DEALER.

Leo Himelhoch makes four sales for a total of \$1151—as follows—A \$607 sale of special calendars to an ICE MANUFACTURER. A \$266 sale of special calendars to an ICE AND FUEL DEALER. A \$186 sale of Fans to a FUNERAL HOME. A \$100 sale of Last Edition Roll Calendars to a DAIRY.

This dairy account was started five years ago with a \$23 sale of Baby Record Booklets and immediately developed into a \$100 a year calendar account and has also bought \$125 worth of Fans.

R. M. Bender writes business every day as follows—"Their Priceless Heritage" to a TIRE AND BATTERY SERVICE STATION. "In Remembrance" Boxes to a FUNERAL DIRECTOR. Family Record Books to a FUNERAL HOME. Ger-Bars to a COAL DEALER. Metal Calendars to an AUTO BODY SHOP. Pencils to a SUNOCO SERVICE STATION.

A. A. Bender's best sale for the week calls for almost \$200 worth of Paragon and was sold to a LIFE INSURANCE COMPANY. Mr. Bender also sold Last Edition Billboard Calendars to a LUMBER DEALER to say "A PLEASED CUSTOMER IS OUR BEST ADVERTISEMENT."

A. C. Talerico writes business five days in the week and creates five new accounts as follows—500 Paragon Key Cases to a MERCANTILE CONCERN. Metal Desk Calendars to a WELDING AND BOILER WORKS. Knives to a REAL ESTATE COMPANY. Pencils to an OIL DEALER. Pencils to a FRUIT AND PRODUCE DEALER.

Ralph Bond's best was a \$150 sale of last edition hangers to a BREWERY. This is the second order sold to this concern and brings the total well over \$300. Ralph also sold Bride's Cook Books to a FURNITURE DEALER, Bluebird Ger-Bars to a GROCER, and Safety First Calendars to an INSURANCE AGENCY.

Sidney Hodson made a \$300 sale of Special Calendars to an IRON WORKS and 3000 FD Service to a FUNERAL DIRECTOR.

George H. Maloney made a \$261 sale of last edition hangers to a manufacturer of STEAM PACKING MATERIAL.

J. Milton Wigley of Alabama made four sales for \$500. His best is a sale of 2000 "My Diary" Baby Books to an INSURANCE COMPANY. He also sold Memorial Records to a FUNERAL DIRECTOR, Paragon Key Cases to a BRASS MANUFACTURER and Ger-Bars to a FUNERAL DIRECTOR.

Frank Raitz of Ohio made four sales for over \$400. Holiday Greetings HG4297 (Lucky Penny) to a WELDING SHOP. Metal Calendars to an AMBULANCE SERVICE. Pencils to a MANUFACTURER and No. 7 Memorial Records to a FUNERAL HOME. Mr. Raitz' biggest order adds a new customer to our sales records.

Lynn Walker of North Carolina makes three sales for \$352; his best a \$285 sale of deluxe calendars, "Mission San Juan Capistrano" sold to a MACHINERY MANUFACTURER. Mr. Walker also sold "Spirit of America" to an ICE AND FUEL DEALER to advertise "THE HOME OF BETTER COAL."

Miss Katherine Melcher of Wisconsin makes a \$115 sale of "Spirit of America" to a MEN'S WEAR SHOP. This order calls for fifty indoor billboards and 350 S-257 Utility Calendars with Kitchen Secretary Pockets. Miss Melcher opened this account in 1939 with a sale of fifty R-7 hangers for \$33. The customer is located in a little town of less than a thousand population and when in 1940 the order was increased to \$63, it seemed to us to be quite satisfactory. Now, however that the account has grown to almost four times the original amount, it seems to merit favorable comment on Miss Melcher's brand of salesmanship and service.

Mrs. Fannie Peterson scores four times for over \$250—a \$120 sale of Paragon to a FOUNDRY, an \$80 sale of "The Guiding Hand" to an INSURANCE AGENCY, No. 7 Memorial Records to a FUNERAL DIRECTOR, and Will Rogers Greetings HG4253 to a MANUFACTURER.

Bill Herrmann's best for the week is a \$136 sale of "My Bonnie" to a WELDING COMPANY—a brand new customer.

A. W. Thurn of Wisconsin hits the ball five times for over \$350. His best a \$178 sale of "The Joy of Living" to a WHOLESALE LIQUOR

DEALER. Mr. Thurn also sold Paragon Key Cases to an AUTO DEALER, Paragon to a SAND AND GRAVEL DEALER, and Elysian Service to a FUNERAL DIRECTOR.

Art Vores made a \$106 sale of Paragon to a TRUCKING COMPANY. He also sold "By Bonnie" to a HARDWARE DEALER, Pencils to a MARKET and "Spirit of America" to a BUICK SALES AND SERVICE.

Tom Orvis of Ohio chalks up six orders for over \$500. His best being a \$270 sale of "My Bonnie" to a SAVINGS AND LOAN COMPANY, a brand new customer. The outstanding copy line is "ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER." Mr. Orvis also sold Holiday Greetings to a PUMP MANUFACTURER, Business Calendars to a GRAIN DEALER, Greetings to a FUNERAL HOME "Spanky's Safety Patrol" to an INSURANCE AGENCY and Pencils to a FUNERAL DIRECTOR.

S. E. Adams of Colorado wrote eight orders for well over \$300 and every one a brand new customer—"The Joy of Living," "Spanky's Safety Patrol" and Paragon Key Cases to a CHEVROLET DEALER. "Spirit of America" to a FUEL DEALER to advertise the fact that they've been in one location for twenty years. "Their Priceless Heritage" to a GARAGE. "Spanky's Safety Patrol" to a FUNERAL DIRECTOR. "My Blue Heaven" to a CAFE. "Spanky's Safety School" to a STATE BANK. Safety First Billboards to a BANK. Paragon to a CREAMERY.

Ed. Gerrish of Connecticut brought in seven orders for over \$250. "Their Priceless Heritage" sold to a CHEVROLET DEALER. Last Edition Hangers to a LIQUOR DEALER. "Steady" to an AUTOMOTIVE SERVICE COMPANY. "Scenes of My Childhood" to a SERVICE STATION. Last Editions to a FOOD AND BEER DEALER. Blotters to a REAL ESTATE AGENCY. 200 "My Diary" Baby Books to a JEWELER. This last order is interesting in that the jeweler uses these Baby Record books to advertise a unique service—namely, the fact that he Metalizes baby shoes in gold, silver or bronze, which lasts forever. The price is \$4.50 per pair or \$2.75 for a single shoe. This is a reorder and the jeweler reports excellent results from the idea.

Sam Raborn made eight sales for \$300—Will Rogers calendars to an INSURANCE AGENCY. "Hello Everybody" to a VENDING MACHINE SALES COMPANY. "Their Priceless Heritage" to a STATE BANK. "All-American" billboards to an AMBULANCE SERVICE. Paragon to a MINING INSTITUTE. "Coming In" in HG4267 to a WAREHOUSE COMPANY. "All-American" billboards to a DODGE AND PLYMOUTH DEALER. Ger-Bars to a DEPARTMENT STORE.

Mr. Page of Virginia scored seven times for \$221—all new customers—"Priceless Heritage" to a DAIRY. "Spanky's Safety Patrol" to an ICE AND COOLERATOR DISTRIBUTOR. Holiday Greetings to a CASKET MANUFACTURER. "Be Sure You're Right" to a YELLOW CAB COMPANY. Last Edition hangers to a TRUCKING SERVICE CONCERN. "All-American" billboards to a CLEANER AND TAILOR. Sympathy Acknowledgment Cards to a FUNERAL DIRECTOR.

Guy Dean of Georgia makes six sales for over \$300. "Rah! Rah! Rah!" in HG4255 to a HOTEL. Blotters to a SHEET METAL WORKER. Key and License Holders to a TRAILER MANUFACTURER. Knives to a FERTILIZER SUPPLY COMPANY. Knives to a LUMBER DEALER. Pencils to a LUMBER DEALER.

A. C. Miller of Illinois made eight sales and eight new customers—Metal Desk Calendars to a USED CAR DEALER. Pencils to an OIL DEALER. Pencils to a TRUCKER. Pencils to a GENERAL MERCHANT. "Spanky's Safety Patrol" to a GARAGE. Pencils to a SERVICE STATION. Paragon Key Cases to a SINCLAIR SERVICE STATION. Ger-Bars to an INN.

H. C. Busack of Wisconsin makes five sales for over \$300—"Rah! Rah! Rah!" to a BEER DISTRIBUTOR—a new customer—for \$110. Sympathy Cards to a FUNERAL DIRECTOR. Paragon to a dealer in FUNERAL LIVERY. Ger-Bars to a FUNERAL HOME. No. 1 Memorial Records to a FUNERAL DIRECTOR.

Mr. Groomes of Michigan made seven sales—"Spirit of America" to a COAL AND LUMBER DEALER. Paragon Key Cases to a dealer in ICE AND COAL. Paragon to an INSURANCE AGENCY. Paragon to a STANDARD OIL SERVICE STATION. "Spirit of America" to a GENERAL INSURANCE AGENCY. Paragon Key Cases to an INSURANCE AGENT. 500 Paragon Key Cases to a FOUNTAIN LUNCH using the following copy—"PLEASING YOU KEEPS US IN BUSINESS."

Clifford Higgins of Minnesota makes six sales—Paragon Billfolds to a STATE BANK. "Scenes of My Childhood" to a FLORIST who uses the following copy, "ONE FLOWER IS WORTH TEN THOUSAND WORDS." "Spirit of America" to a STATE BANK. FD Service to a FUNERAL DIRECTOR. Sympathy Folders to a FUNERAL HOME. Paragon to an INSURANCE UNDERWRITER.

Fred Shallish of New York made six sales for \$200—Paragon to a FOUNDRY. "The Guiding Hand" to a REAL ESTATE AND INSURANCE AGENT. Will Rogers billboards and hangers to a dealer in BUILDERS' SUPPLIES. Family Record booklets to a FUNERAL DIRECTOR. "Their Priceless Heritage" to a SERVICE STATION. Pencils to a PLYMOUTH AUTO DEALER.

D. H. Stapp of Kentucky scores seven times and creates six new accounts—"Spirit of America" to a GENERAL MERCHANT to advertise, "THE STORE WHERE YOUR DOLLAR BUYS MORE." Holiday Greetings HG4223 to a SALESMAN. Holiday Greetings HG4240 to a HARDWARE DEALER. Holiday Greetings HG4223 to a GENERAL STORE. Holiday Greeting HG4220 to a DOCTOR. Holiday Greetings HG4220 to a GENERAL MERCHANT. Holiday Greetings HG4232 to a HOTEL.

G. R. Russell of Idaho makes six sales—five new customers—Bride's Cook Books to a MEAT MARKET. Holiday Greetings to a PLYMOUTH AUTO DEALER. Last Edition hangers to a SEED AND GRAIN DEALER. Paragon to a LUMBER DEALER. Holiday Greetings to a HOTEL. Paragon to a PONTIAC SALES AND SERVICE.

N. G. Beatty of Iowa made six sales—Pencils to an AUTO SERVICE STATION. "Proud Mothers" to a GARAGE. Keg Style Key Cases to a CAFE to advertise as follows, "WHEN LOW IN SPIRITS COME TO HENRY'S CAFE." Paragon Key Cases to a SERVICE STATION. Sympathy Cards to a FUNERAL HOME. Keg Style Key Cases to a TAVERN.

Joe Henderson of Alabama made six sales for \$316—Safety First Ger-Bars to a MANUFACTURER. Paragon to a CHEVROLET DEALER. Metal Desk Calendars to an INSURANCE AGENCY. Holiday

Greetings to a new customer. Holiday Greetings to a TRAILER WORKS. Paragon to a CHEVROLET SALES AND SERVICE.

Marvin Mitchell of Illinois made four sales for \$330. Pencils to a GRIST MILL. Pencils to an OIL DEALER. "Springtime" to a PORTABLE GRINDER CONCERN. "Scenes of My Childhood" to a GRAIN DEALER.

Bill McNerney scored five times—Five new customers—"Friendly Flowers" Blotters to a FLORIST. Pencils to a REAL ESTATE AGENT. "My Bonnie" to a GIFT SHOP. "Scenes of My Childhood" to an INSURANCE AGENCY. "The Guiding Hand" to a BEAUTY SALON.

R. W. Lane's best sale out of three is a \$115 sale of the Parrot Greeting HG4265—sold to a PUBLISHER.

T. L. Dallas of Texas sold "Down on the Farm" to a PEANUT DEALER for \$115.

Tom Perrott of New Jersey made a \$105 sale of SQA Folders using "Playmates" to an EXPRESS AND TRUCKING COMPANY and a \$107 sale of Paragon to a ROOFING CONTRACTOR—a new customer.

Dan Morrissev's best out of four is a \$130 sale of Business Calendars to a MANUFACTURER.

C. P. Cook of Maine made five sales for \$220—"Be Sure You're Right" to a DODGE AND PLYMOUTH DEALER. "When a Feller's Got a Friend" to a DELCO DEALER. "Spirit of America" to a CHEVROLET DEALER. "The Joy of Living" to a FURNITURE DEALER to advertise, "WHERE EACH CUSTOMER BECOMES A FRIEND." "Spirit of America" to a CHEVROLET DEALER. On this order which calls for R-4 billboards, Mr. Cook uses the "KEEP 'EM FLYING" cut.

T. S. Gosten makes a new customer with a \$180 sale of SQA 3 "Sweethearts" to a CHEMICAL MANUFACTURER.

Bill Herrmann scores four times for \$235. His best a sale of Paragon to a FOUNDRY a new customer. Next in line is a sale of "My Bonnie" to a WEATHER-STRIP MANUFACTURER.

Randolph Lipford scores four times—his best a sale of "Proud Mothers" to a DAIRY.

Albert J. Morrier sells Safety First calendars to a FUEL DEALER, Will Rogers calendars to a PRODUCE DEALER, "Kiddies, Inc." Blotters to a NEON SIGN COMPANY, Acknowledgment Folders to a MOR-TICIAN and Pencils to a LIQUOR DEALER.

C. M. Roadstrum made two nice sales of Paragon—one to a MACHINERY COMPANY and one to a MANUFACTURER.

O. M. Wildman sold Farm Record calendars to an OIL DISTRIBUTOR, Will Rogers calendars to a FUNERAL HOME, "Forever Yours" to an AUTO RECONSTRUCTION COMPANY and Pencils to an OIL DEALER.

Isador Siegel sold "Spirit of America" to a COAL DEALER.

Jack H. Sanders of Missouri, sold "The Light of Her Eyes" to a BEAUTY SHOP AND BARBER SUPPLY DEALER to say "A PLEASED CUSTOMER IS OUR BEST ADVERTISEMENT." He also sold Greetings to a SERVICE STATION and Pencils to a TEXACO DEALER.

THE QUESTION OF MORALE

You need have no fear for the safety of America. The PEOPLE of the United States—the best informed people in the world—will know exactly WHAT to do and WHEN to do it. That is this writer's answer to BOTH the so-called "interventionists" and the so-called "isolationists." It is also his answer to the Dictators.

If Hitler and Mussolini think that the closeness of the House vote on the extension of army service means—as they have publicly proclaimed—that the people of this country are hopelessly divided on war issues, they merely demonstrate once more their well-known lack of understanding of America. The same goes for the Japanese war lords.

OF COURSE this country wants to STAY OUT OF WAR. Nobody WANTS war any more than anybody wants smallpox or diphtheria. But that doesn't mean the American people are willing to stand idly by while the Axis takes all of Europe and all of Africa, and the Japanese take all of Asia. The people of this country are usually slow to act—sometimes painfully slow—but they have a habit of ACTING IN UNISON WHEN ACTION BECOMES NECESSARY. There is no reason to believe that this habit has been abandoned.

It is our personal belief that one of the most disgraceful episodes in American history has been the concerted effort on the part of some factions in this country to

UNDERMINE CONFIDENCE in the present administration. We don't accuse the people of being Nazi "Fifth Columnists" but we DO accuse them of being—slandering or innocently—very thoughtless Americans. However, we haven't the slightest doubt of their loyalty to the United States itself, nor—if war comes—to the Government.

There ARE people so constituted that they must criticise, oppose and contradict. They seldom, if ever, have any WORKABLE IDEAS as to what should be done or how it should be accomplished, but they simply burst with ideas as to what should NOT be done. They are—as Mr. Wilson once said—"apostles of negation." But ever, there is nothing new about this kind; they have always existed in various ways will. They nearly lost the Presidency War for Washington, and harassed Abraham Lincoln throughout his public life. Fortunately, however, they have never dominated either the domestic or foreign policies of the United States at least not for long. As soon as their color was known, the PEOPLE threw them out.

Now it so happens that this is probably one of the most rabid ISOLATIONISTS in this country. We were the acquisition of the Philippines, Puerto Rico, Guam and every other piece of territory outside of continental United States.

But, though a Republican, we like to be fair, and—being fair—the RECORD is that nearly all of our foreign possessions were obtained under Republican administrations. Also, believe it or not, our FOREIGN policy has not varied one iota regardless of what party happened to be in power. Therefore, we fail to see that there is any partisan issue involved in the present dilemma.

The thing for us to remember is that we are ALL Americans and that we must accept the situation as it IS. Right or wrong, we HAVE become the leading world power. Right or wrong, we HAVE become the richest nation on earth. Right or wrong, we HAVE always UPHELD American rights in every corner of the globe. Right or wrong, we HAVE stuck our noses—directly or indirectly—into practically EVERY foreign war since this nation was born. And we have done this under BOTH Democratic and Republican administrations. Let's get these facts clearly in mind and keep them there. It may help us to get rid of our partisanship and begin to think and act as AMERICANS.

Fortunately the American government and the American people have had the instinct, genius, or wisdom—call it what you will—to always be on the side of RIGHT. The ablest non-American historians admit that. But don't let's kid ourselves into thinking that we are ISOLA-

TIONISTS by nature. We're not, and never have been. Therefore, let's quit distorting facts and begin to consider issues from the standpoint of what's best for America and the kind of world we want to live in.

America is in peril only if we CEASE to think and act as AMERICANS without regard to politics, religion, nationality, color, or selfish interests. If we do that, we'll go the way of France. The need of the hour is for the people of the United States to begin thinking in TERMS of the UNITED STATES. We must get back our NATIONAL morale. What is it? Well, here's a pretty good definition by Brigadier General James A. Ulio, U.S.A.—

"I'll tell you what morale is. It is when a soldier thinks his army is the best in the world, his regiment the best in the army, his company the best in the regiment, his squad the best in the company, and that he himself is the best damn soldier in the outfit."

There you have MORALE in the army, in citizenship, in business, in salesmanship, or in anything else. Let's have THAT KIND of morale not only in our national thinking, but in our EVERYDAY WORK. NOTHING ON EARTH CAN BEAT THAT KIND OF SPIRIT!

Jewett E. Ricker

Ryan Perry sold "My Bonnie" to a MOTOR TRANSPORT COMPANY, "I See by the Papers" to a HUDSON AUTO DEALER, "Here Peace and Happiness Abide" to a PAINTER AND DECORATOR and FD Service to a FUNERAL HOME.

O. O. Noell created a new account with a nice sale of Direct Mail to an ELECTRIC CONTRACTOR. He also sold Paragon Desk Memo Pad Calendars to a FUNERAL DIRECTOR.

Tom Merchant of Nebraska made a \$100 sale of Blotters to a GENERAL INSURANCE AGENCY—a new customer.

H. M. McCargar created a good new account with the sale of a thousand Paragon Key Cases to an AUTO GREASING SERVICE STATION.

Mr. Houison sold a thousand Ger-Bars to a LAUNDRY AND CLEANER—a new customer.

J. N. Haberstick of West Virginia sells "Spirit of America" to a FUNERAL DIRECTOR, Paragon to a PAINT MANUFACTURER and Paragon Key Cases to a GENERAL DISTRIBUTING COMPANY.

H. A. Gorsuch's best of three sales is "The Joy of Living" to a QUAKER STATE OIL DISTRIBUTOR.

Lou Bryne sold 500 art mounts "Spanky's Safety Patrol" to a PONTIAC DEALER.

W. F. Dunlap sold "Their Priceless Heritage" in R-4 billboards to a STATE BANK.

IMPORTANT NOTICE!

Price of Special Negro Historical Twelve-Sheet Calendar Is Subject to the Ten Per Cent Price Increase Which Became Effective on Regular "E" Line Calendars on July Fifteenth

Only a limited number of samples of the Negro Historical Twelve-Sheet calendar were sent out to salesmen who requested them, and this notice is exclusively for those salesmen who have that sample, which, by-the-way, is not listed in the regular "E" Line price book, but was priced in the special four page price folder enclosed with the sample.

SELL THE NEGRO HISTORICAL CALENDAR AT 10% INCREASE OVER THE PRICE GIVEN IN THE RED AND BLACK FOUR-PAGE PRICE FOLDER.

While we did not mention this calendar specifically as being subject to price increase, yet it is subject to the same price advance as the balance of the 12-sheet line and must be increased accordingly.

how much
are your
customers
worth
to you?

In January of 1918 a florist down in Texas gave the G.-B. man an order for 250 art mount calendars amounting to \$53. During the next four years we failed to get this order, but in June, 1923, we sold him 250 greetings for \$34. In 1924 the order slipped still more and we were able to sell him only a hundred greetings for \$19.50. Then came Opening Day of the 1925 selling season and we wrote his order for 250 deluxe calendars for \$66.

For the ensuing six years the customer either bought elsewhere, or not at all, then in 1931, he bought a hundred Memorial Record Booklets for \$23. In 1932 he placed three orders with us for a total of \$100. These orders called for calendars, booklets and greetings. In 1934 he bought 200 more Memorial Record booklets for \$46 and also bought calendars for \$37.

In 1935 the customer bought calendars, "Magic Shoppers" and Memorial Records, also special Mother's Day folders for a total of over \$100. In 1936 he bought calendars, greetings and booklets for \$112.

1937 rolled 'round and the customer invested \$250 in calendars, booklets, greetings and direct mail advertising. Came 1938 and the florist bought calendars, greetings, direct mail advertising, SQA Folders and booklets to the tune of over \$350.

1939 came and with it sales of calendars, greetings, News Quiz, Booklets and Paragon, totaling nearly \$400, followed by a like amount in 1940.

In 1940 the customer bought greetings, calendars, memorial record booklets, Baby booklets, SQA folders, and with several weeks to go in 1941, the account which already ties last year's total, bids fair to go better than \$500.

This florist, located in a little city of twelve or fourteen thousand population has, in the past five years invested \$750 in direct mail advertising alone. During the past ten years he has bought over two thousand booklets and has invested \$400 in greetings. Over the period since the account was opened with a \$53 order, the customer has invested a total of \$2,500 in our mediums.

Will Sam Haynes kindly tell us how much a new customer is worth and also tell us how this customer distributes Memorial Record Booklets?

THERE ARE ALWAYS

PLENTY OF **PARAGON** **PROSPECTS**

The best prospect list is this list of lines of business that have already bought Paragon this year—

AUTOMOBILE SALES	CLEANERS AND DYERS
AUTO SERVICE STATIONS	CEMENT BLOCK MFRS.
BANKS	BUILDING AND LOAN
BUSINESS COLLEGES	COAL DEALERS
PLUMBERS	DRUGGISTS
DENTAL LABORATORIES	FLOUR MILLS
PAINT MANUFACTURERS	BEVERAGE MANUFACTURERS
FOUNDRIES	MATTRESS MANUFACTURERS
FUNERAL DIRECTORS	GROCERY JOBBERS
BRICK MANUFACTURERS	CONTRACTORS
METAL WORKERS	MACHINE SHOPS
MEMORIAL DEALERS	OPTICIANS
TRANSPORT COMPANIES	PETROLEUM PRODUCTS
CLAY PRODUCTS	SAND AND GRAVEL
FEDERAL LOAN	NEON SIGNS
ENGINEERING CONCERNS	HARDWARE JOBBERS
AWNING MANUFACTURERS	LIFE INSURANCE COMPANIES
GENERAL INSURANCE AGENTS	FUNERAL DIRECTORS
AMBULANCE SERVICE	BREWERIES
AUTO BODY BUILDERS	AUTO PAINTERS
TAXICAB COMPANIES	HOTELS
REAL ESTATE AGENTS	PAVING CONTRACTORS
FARM IMPLEMENT DEALERS	TIRE RECAPPERS
ELECTRICAL APP. DEALERS	

DON'T PASS UP THE RETAILER



Holiday Greetings may be sold more quickly than any other part of our line. Almost every business and professional man or institution wants to wish his friends and customers a Merry Christmas. Also, the individual officers and directors as well as the better paid executives of each business house are prospects for personal greetings such as those you carry.

A field whose surface we have hardly scratched consists of such men as doctors, dentists, lawyers, certified public accountants and other professional men the ethics of whose professions do not permit them to advertise, but who can very properly send out holiday greetings to clients, patients, friends or customers.

No medium that we know of is as economical or as effective in building good will as a well-designed and well-worded holiday greeting, and while it is perfectly logical for manufacturers, jobbers, banks and the larger business institutions to distribute Christmas Cards, there are hundreds of thousands of retail merchants who fail to realize that they are in reality a more logical greeting prospect than is the big manufacturer or jobber.

Regardless of what particular line of merchandising your retailer may be engaged in, he is, in most instances dealing with the home and it is vitally important for him to gain and hold the good will of the entire family. The right kind of a greeting card going into the home during the Christmas season, carrying, as our cards do, a cheerful and friendly Christmas message, is bound to create a friendly feeling in the mind and heart of the recipient. Any medium which can accomplish that—regardless of the amount of his investment, is a wise investment for the retailer to make.

In the long run, it is the little things that build up a business and we feel sincerely that greeting cards are the best form of institutional advertising the retail merchant can employ. We are endeavoring to impress upon every Gerlach-Barklow salesman the fact that there is no limit to the field of prospects for our business greetings.

Sell the banker, manufacturer and jobber as usual, but don't overlook the retail merchant. Point out to him the importance of greetings in building and fostering the good will of the people with whom he wants to do business.

HERE'S AN EASY WAY TO PAY YOUR HOTEL BILL

Every time you leave a hotel without giving the hotel man an opportunity to buy blotters, you're passing up a bet.

Here's a copy suggestion which several of your fellow salesmen are using successfully.

Suggest to the hotel man that a fresh blotter be placed in each room daily.

*WELCOME GUEST, and howdee do,
This small room belongs to you
And our house and all that's in it;
Make yourself at home each minute.*

*Write the home-folks—Use this Blotter,
Write to Mother, Wife or Daughter;
All is yours that you like best;
You're at home now!—Welcome Guest.*



THE WOODRUFF HOTEL

The policy of this hotel is
"The Public Be Pleased"

(PICTURE)

AND HERE'S ONE FOR THE OPTOMETRIST

YOU CAN'T BE OPTIMISTIC WITH MISTY OPTICS.

Of all knowledge 85% is gained through
the only pair of eyes you will ever have.

HAVE YOUR EYES TESTED ONCE A YEAR

(PICTURE)



HENRY C. LEACH

OPTOMETRIST

22 Years in Joliet

DURING THE NEXT NINETY DAYS

**Every New Indoor Billboard Account Sold Means Another
New Customer for Next Year**

**And Every Gerlach-Barklow Salesman Knows How Much a
New Customer Is Worth**

During the next 90 days there will be two general classes of Indoor Billboard prospects.

No. 1—Advertisers who have never before used this form of advertising, but who, being thrifty and discriminating buyers insist upon getting full value for every advertising dollar.

No. 2—Former Indoor Billboard buyers who, for some reason or another have not bought indoor billboards this year.

Those buyers whom we've placed in class 2 do not need to be sold on the value of this form of advertising. About all that is necessary to make your sale is to properly present an attractive subject.

Your No. 1 prospect, however, must be shown the fact that in no other advertising medium can he buy so much display advertising for his dollar as he can in this form of advertising.

Show your prospect the value of the long life of an indoor billboard that occupies preferred space for 365 days at a cost of about one dollar.

Compare the cost of indoor billboard advertising with that of outdoor billboards. One single fairly good outdoor location costs the advertiser a dollar a day on a yearly basis. This board is in one location only and the advertiser must depend upon people passing that particular spot.

For considerably less than half that amount he can buy 150 indoor billboards, giving him the benefit of 150 preferred locations in spaces that money alone could never buy. In each of these 150 locations would hang—not just another sign—but an artistic masterpiece occupying nine square feet and whose impression is always FAVORABLE, together with the advertiser's message in brief, but none-the-less convincing language.

There is almost no limit to the people to whom you can sell these fine indoor billboards, but here are just a few—

LUMBER DEALERS
COAL DEALERS
LAUNDRIES
CLEANERS

BANKS
BEVERAGE BOTTLERS
BREWERS
BUSINESS COLLEGES

INSURANCE AGENTS
REALTORS
MANUFACTURERS
MACHINE SHOPS

Remember, you carry the finest line of indoor billboard calendars in the world, and they'll make some real money for you during these next ninety days if you'll give them half a chance.

ROMANCE IS NOT DEAD

In Bulletin No. 68, dated July 7th, we advised salesmen that we were making a special offer on "ROMANCE" in last edition hanger, R-15.

This special price was to be in effect only until eighteen thousand of these hangers were cleared out.

You're selling these hangers, but not quite as rapidly as we'd like to see. To date the biggest sale calls for a hundred hangers.

At this very special price, this offer should attract some thousand quantity buyers. The copy shown on sample is Florist copy, but that doesn't limit you to selling florists only. Try some of the Beverage manufacturers—especially the brewers and don't forget the laundry, the cleaner, the hairdresser, the beauty shop and the women's ready-to-wear.

WITHDRAWALS

LAST EDITION HANGERS

- | | |
|--|---|
| R2—29x43½—Mine Eyes Have
Seen the Glory | R9—14x28—Come Again |
| R4—21¼x46—Pretty Polly | R9—14x28—Dawn Mist Falls |
| R4—21¼x46—Fine Feathers | R9—14x28—Eight Bells |
| R2—29x44—The Rail Splitter | R9—14x28—In Far-Off
Flanders |
| R2—29x42⅝—Moonlight Sonata | R9—14x28—I've Got a Feelin'
You're Foolin' |
| R4—21¼x46—Daughter of the
Nile | R9—14x28—Land of Romance |
| R4—21¼x46—Proclaiming Lib-
erty Throughout the Land | R9—14x28—My Dixie Sweet-
heart |
| R9—14x28—Wah Wah Taysee | R9—14x28—My Luve's Like a
Red, Red Rose |
| R9—14x28—Chums | R9—14x28—Of the People |
| R2—29x42⅝—Guardian of Yose-
mite | R9—14x28—Safety Patrol |
| R15—9¾x20—Accent on Youth | R9—14x28—Sweet Summer's
Breeze |
| R15—9¾x20—Ariane | R9—14x28—This Good Old
Earth |
| R15—9¾x20—Come Again | R9—14x28—Trick Falls |
| R15—9¾x20—Land of Romance | R9—14x28—Woodland Sprite |
| R15—9¾x20—Safety Patrol | R8—16½x23½—Highway in the
Lowlands |
| R15—9¾x20—Sweet Summer's
Breeze | R8—18¼x28⅜—Sunshine and
Shadow |
| R15—9¾x20—Traffic Cop | R8—18x28—Nature's Master-
piece |
| R15—9¾x20—Two's Company | R8½—18x30—Magic of the
Dawn |
| R16—11¾x16—We're Ready | R15AS—9¾x20—The Traffic
Court |
| R16—11¾x16—When Autumn
Comes | |
| R16—13¼x19½—Headed South | |
| R16—13¼x19½—On the Way
to the Meet | |
| R9—14x28—Beautiful Lady in
Blue | |

LAST EDITION FANS

FDL Fans

No. 11 Ship Fan

RIGHT NOW!

This week, next week, and all through September—you'll find it well worth your while to make an intelligent and forceful drive on the coal dealer.

Impress upon him the importance of a direct mail campaign employing Post Cards, Blotters or Folders right now to get late business before snow flies.

Tell him that he owes his customers a debt of appreciation for their patronage, and show him how an attractive Art Calendar will express his appreciation.

Then tell him how twenty-five or fifty Indoor Billboards carrying the same subject used on his other calendars will constitute a campaign of favorable general publicity.

Sell 'em all and see 'em early.



THE U. S. A. PICKS CHEVROLET
First Because It's Finest

F. A. BRITTEN, Inc.
Your Friendly Chevrolet Dealer

1941	AUGUST						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	-	-	1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							



SOME SALESMEN

**will average a greeting
order every day from
now till the end of the
current selling season.**

EVERY SALESMAN CAN

